

AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior listings of claims in this application.

1. (Currently Amended) A system for providing digital messaging services received from multiple sources over a communications network, comprising:
 - a client system, including:
 - a display screen coupled to a communications link; and
 - a workstation including a web browser, a user interface, a memory, and a processor, said workstation coupled to said communications link;
 - a hosting system, including:
 - a server coupled to a communications link;
 - a workstation for:
 - accessing applications stored on said server;
 - inputting and retrieving information stored within said hosting system,wherein said workstation is coupled to said communications link; and
 - a data storage device for storing data utilized by said hosting system;wherein said hosting system is accessible to said communications network;
 - wherein said client system and said hosting system are in communication with each other, and wherein further, said hosting system provides digital messaging services to said client system;
 - an input device for entering product information and initiating selection of display-ready content related to the product from said storage device for display on said display screen;
 - said input device is a bar code reader and the product includes a bar code, said input device initiating selection of said display-ready content upon said bar code reader reading the bar code, said bar code reader and said display screen being located proximate to the product in a retail establishment.
2. (Original) The system of claim 1, wherein said digital messaging services include data collection resources procured from said client system, and at least one of a

local content provider, national advertiser, local advertiser, corporate marketing group, and advertising agencies.

3. (Original) The system of claim 2, wherein local content from said local content providers include one of:

news,
trivia,
weather,
sports, and
stock market updates.

4. (Currently Amended) The system of claim 1, wherein said client system is at a retail establishment.

5. (Cancelled).

6. (Currently Amended) The system of claim ~~5~~1, wherein said display screen is a monitor.

7. (Currently Amended) The system of claim ~~5~~1, wherein said display screen is a kiosk.

8. – 21. (Canceled)

22. (New) The system of claim 1 wherein:

said display displays information in a number of windows, said initiating selection of display-ready content related to the product from said storage device for display on said display screen altering the display of only one the windows related to in-store products.